UNITED NATIONS

ECONOMIC AND SOCIAL COUNCIL

Distr.
GENERAL

E/TAC/147
13 October 1964

ORIGINAL: ENGLISH

TECHNICAL ASSISTANCE COMMITTEE

EXPANDED PROGRAMME OF TECHNICAL ASSISTANCE

TECHNICAL ASSISTANCE IN THE DEVELOPMENT OF INFORMATION MEDIA

Report of the Technical Assistance Board

At its autumn 1963 session, the Technical Assistance Committee adopted a resolution (E/3849, Annex III) which inter alia invited the Technical Assistance Board to seek ways and means of financing, within the forms of financing outlined in the note of the Executive Chairman (E/TAC/L.324) the establishment of institutes and other appropriate activities for the development of mass communications media in order to meet the requests of Member Governments so as to enable them to carry out their national or regional programmes for the training of information personnel, and requested the Executive Chairman to report to TAC in 1964 on the results achieved.

UNESCO is the only organization participating in the Expanded Programme of Technical Assistance which is directly concerned with the development of information media. In response to a decision of the Board that UNESCO and any other organization having relevant information to communicate would make it available, UNESCO submitted the following note. No other organization submitted any information.

UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION

21 August 1964

Technical Assistance in the Development of Information Media

The following information is provided by UNESCO in accordance with the decision taken by the Technical Assistance Board at its fifty-ninth session.

In a resolution adopted on 14 December 1963 the Technical Assistance Committee invited the Technical Assistance Board to seek ways and means, within the forms of financing outlined in document E/TAC/L.324, of financing the establishment of institutes and other appropriate activities for the development of mass communication media.

The forms of financing referred to in document E/TAC/L.324 included:

(i) Inclusion by Governments of Appropriate Projects in their EPTA Programme Requests for 1965/66:

An analysis of the Country Programme requests received to date shows that Governments have included projects in the field of development of information media for an estimated total of $808,418 as compared with a total of $612,550 provided for similar projects in the approved programme for 1963/64. This represents an increase of approximately 32 per cent.

(ii) Use of a Portion of UNESCO's EPTA Regional Programme:

In the 1963/64 Programme a sum of $260,200 had already been allocated to projects in the field of information media. In 1965/66 the draft Programme and budget on the basis of requests from Governments reflects an increase in the amount of $118,130 - an increase of approximately 45 per cent.

(iii) Use of UNESCO's Planning Reserves to Supplement Country Target Figures:

The Director-General has proposed the allocation of $10,000 to supplement the Senegal country programme to strengthen the assistance being given towards the creation of a Mass Communication Institute at the University of Dakar.

In addition it is proposed to allocate the sum of $20,000 to the pilot project for the educational use of audio-visual aids in Africa within the general framework of UNESCO's literacy programme.

(iv) Use of Funds-in-Trust Arrangements:

Though no such arrangements have as yet been concluded in relation to projects in the mass communication field, UNESCO has received indications of willingness to consider such arrangements on the part of two or three Governments and it is expected that such arrangements will be concluded in the course of the 1965/1966 Programme.

(v) Allocation of Contingency Funds by the Executive Chairman:

(a) Regional Programme

In the current year the Executive Chairman has approved a contingency allocation of $29,000 to permit the holding of a regional meeting on the introduction and development of television in Africa, an allocation of $18,000 to permit the undertaking of a survey on the possibilities of promoting the production and distribution of low cost radio receivers in Asia. A request for a similar survey, emanating from seven Governments in Latin America, is at present being considered by TAB.[1/]

(b) Country Programmes

In 1964 the Executive Chairman has approved the following contingency allocations for UNESCO projects in the field of mass communication:

Algeria - $6,000 for an expert on the use of mass media in education for four months.

Cameroon - $17,900 for an expert in news agencies for twelve months.

Northern Rhodesia - $18,000 for an expert in education broadcasting for twelve months. (This post has not been filled because the Government has not provided for its continuation in 1965.)

A further contingency request for a short-term expert in radio and television broadcasting for British Guiana was submitted on 7 August and is awaiting the Executive Chairman's approval.

In addition to the above, it may be of interest to recall that in its regular programme for 1963/64 UNESCO allocated a sum of approximately $150,000 for assisting Governments in the development of their mass communication programmes,

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1/ This request is still awaiting the Executive Chairman's approval.

and it is proposed to increase this sum to $180,000 in the 1965/66 period. Resources from the regular programme of UNESCO have largely been used to finance short-term planning missions at the request of member States.

In accordance with the policy outlined by the General Conference of UNESCO at its twelfth session (resolution 5.122) and by the General Assembly of the United Nations at its seventeenth session (resolution 1778 (XVII)) these planning missions are particularly concerned with the development of information media for the purpose of enhancing economic and social progress and accelerating the education process, and are designed to assist Governments in mobilizing the support of the mass communication media in their over-all development programmes.

Recent examples which may be quoted include the provision by UNESCO of a mass communication specialist attached to the United Nations Rural Development Mission to the Caribbean, the survey of requirements of trained communications personnel in four East African countries, and the survey missions carried out in Afghanistan, Algeria, Philippines, Tanganyika, Turkey, etc., to advise on the development of one or several of their communication services.

These and other survey msssions have revealed even more clearly on the one hand the key role that mass communication techniques can play in all fields of national development, but also the vast gap, in terms of facilities and particularly in terms of trained personnel, that must be filled if the media are to play their full role.

While UNESCO will continue, with funds from its regular budget, to undertake such short-term survey and planning missions, it is evident that the full implementation of development plans will require considerably increased resources.